

THE ECA LOOK: A BRIEF GUIDE

MODERN.BRIGHT.CLEAN.

RULE 1: SIMPLICITY IS BETTER. There is such a thing as too much on any document, presentation slide, etc. Keep content minimal.

RULE 2: STICK TO ECA COLORS. When choosing colors utilize ECA colors, unless, of course, your program has its own color profile. However, do not use all available in the same presentation/document. Try to limit it to no more than two, with accents of one more color. For instance, ECA blue and green with a pop of ECA yellow every once in a while.

RULE 3: GRAPHICS OVER PHOTOS. Use, instead, simple graphics that match the color profile of your document, presentation, etc. When using a photo, make sure the photo is of a high resolution, this is often an issue that is why we suggest graphics. Free graphics/vectors: <http://makerbook.net/graphics/>

RULE 4: WHITE SPACE IS YOUR FRIEND. Often documents are over crowded with text. There is no “white space” or empty space around the edges to give the document breathing room. This hinders the document’s readability and aesthetic appeal. Try to cut back on content.

RULE 5: CLEAN TYPEFACES. Choose typefaces that are easy to read and have a variety of fonts like bold, regular, thin, and book. This way you only have to use one typeface throughout the entire document.

Look at previous PASC work for inspiration.

The ECA Design Guide is a good example of the look we strive to achieve and can be found: <https://eca.state.gov/comms-guidance/design>